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DOES YOUR ANNUAL REPORT DO YOU JUSTICE?

Annual reports and plans of work should be companion pieces. In your plan of work you outline your situation, problems, objectives, and teaching methods to be undertaken.* Your annual report should be an evaluation of how nearly you achieved your objectives--is yours? Or is yours merely a review of activities.

Outline for Annual Reports on Marketing Information Programs for Consumers

I. Title Page (separate sheet)

(1) Name of the State, (2) Title of the project, (3) Names of persons working on the project--if there were personnel changes during the year, indicate the dates, (4) The proportion of time each person devotes to this extension project.

II. Table of Contents

Show page numbers for major items.

III. Statistical Summary

(Your State may want additional data)

Population of area covered by program _____

Radio and Television Coverage

Activity	Approximately how often occurs. Indicate average number of minutes per program	How many other people use radio scripts, tapes or TV scripts	Approximately how many consumers reached (give average for each program)
Radio scripts or tapes prepared for others			
Radio programs given yourself			
Television programs prepared for others			
Television programs given yourself			

* Plan of work outline may be obtained from the Consumer-Distributor Marketing Branch, Federal Extension Service, United States Department of Agriculture, Washington 25, D. C.



Coverage with Written Material		
	How often prepared	How many distributed each issue
Food information releases to professional workers		
Food information releases to consumers		
Food information releases to institutions		
Newspaper releases sent direct to papers		
Newspaper articles prepared by others using your material		
Bulletins and leaflets		
Other		

IV. Extension Activities

Give a brief narrative description of activities summarized in part III. State reasons for procedure followed and method of teaching selected. Identify as clearly as possible the specific contributions of persons assigned to this project as well as contributions by county staff, other specialists, supervisors and others. If what you actually did during the year differs significantly from your plan of work, indicate reasons.

V. Results or Accomplishments

A. Give specific examples of the progress made during the year toward the objectives of the project as stated in the plan of work.

Examples

(The following two examples are based on hypothetical cases)

I. One of the objectives that the consumer marketing specialist had was:

To aid in the orderly marketing of agricultural commodities by encouraging the acceptance of new and improved marketing practices.

Sweet corn is one of the major vegetable crops grown in this area. Research results showed that by hydrocooling sweet corn it was possible to obtain increased returns to growers and have better satisfied consumers. Iced corn has a much higher sugar content than non-iced and therefore a superior flavor.

Last year the fruit and vegetable marketing specialist started a program with growers to get them to market iced corn. The program was not too successful because consumers resisted paying the additional price due to the cost of icing. This year the fruit and vegetable specialist asked the consumer marketing specialist to assist him with this program by helping inform consumers of the merits and availability of iced sweet corn. The consumer marketing specialist prepared 2 weekly releases which were sent to 250 professional workers in the area. These releases gave information on the availability of iced corn, when it would be on the market, when the peak should be reached, about how long the supply would last, how to recognize iced corn, and its advantages. The consumer specialist also arranged a tour, in cooperation with the growers, for newspaper food editors, radio and television personnel, and county extension agents--about 50 people attended the tour. The tour consisted of going to the growing area, observing the picking and icing operation, and also going to retail outlets to observe the difference in appearance between corn that was iced and that which was not. Following the tour 5 food editors wrote feature stories about the icing project and 2 television shows and 5 radio programs were given, emphasizing information learned from the tour.

The consumer specialist also had sweet corn growers and the marketing specialist on two of his television shows--one at the beginning of the season and one about the middle of the season. In addition, the consumer marketing specialist helped alert wholesalers and retailers about the project of icing corn and encouraged their handling of it.

At the end of the season the growers who had iced their corn reported a gross return of 5¢ a dozen above the price for non-iced corn. Their net premium amounted to 3¢ a dozen. The average acreage for the growers who were icing was 100 acres. The yield this year averaged 600 dozen ears per acre. The net increase in returns to growers who iced corn was \$1,800 per grower. Thirty growers in this area participated in the program this year.

The XYZ Supermarket started selling iced corn in midseason and reported increased sales every week--apparently reflecting consumer acceptance. Their sales the second week in September were twice as high as the first week in July. This supermarket also said they had experienced a 50 percent reduction in spoilage losses when handling the iced corn.

II. Our hypothetical consumer marketing specialist also had as an objective:

To help consumers get maximum satisfaction from their purchases of agricultural products by providing them with timely marketing information and economic principles as a basis for decision making in selection, purchase, care, and use of agricultural products.

Through weekly releases to other professional workers, daily radio programs, weekly television shows, and weekly newspaper articles, the consumers in this metropolitan area are kept informed on the current food situation. One example of results follows:

All market reports last fall indicated that around Thanksgiving time the unusually large supply of broilers and fryers anticipated would cause a drastic price drop. Prices at retail were expected to drop as much as 5 to 6 cents a pound below what was considered a reasonable price. Due to the fact that turkey consumption is ordinarily high during this period the demand for broilers and fryers was expected to be down considerably. Prices were expected to be lowest the week prior to and the week of Thanksgiving.

Through the weekly release to professional workers, 4 radio and 2 television programs, and 2 newspaper articles, consumers were made aware of the supply and price situation. They were given guides for selecting quality birds and suggestions on use and care in the home. On one television program, emphasis was given on how to freeze broilers for the home freezer or locker. A bulletin on freezing poultry was offered. Two hundred consumers in the area requested the bulletin. To those who requested the bulletin, a questionnaire was sent, asking if they had bought broilers and fryers during this 2-week period, whether they bought poultry for storage in their home freezer, how much they had purchased, and why they had purchased at this time if they had. One hundred replies were returned. Of the 100 returned, 75 percent had purchased broilers and fryers during this period. Sixty percent had purchased broilers for storage in their home freezer, the average number of birds purchased was 15 per family, and lower prices was the most frequent reason stated for purchasing.

Broiler prices actually dropped only 3¢ a pound during this period. Much credit for keeping prices from reaching a drastically low level was given to such people as the consumer marketing specialist. It was felt that the information provided to consumers during this period did much to stimulate demand. Even though prices did not decline as much as anticipated, consumers still realized a considerable saving. Many of these broilers that were put in storage were eaten when broiler prices had risen 10 to 15 cents a pound above the purchase prices, thus reflecting additional benefit to consumers.

This is just one example of how consumer information on supply, price, selection, care, and use can benefit the consumer and also help make for more orderly marketing.

